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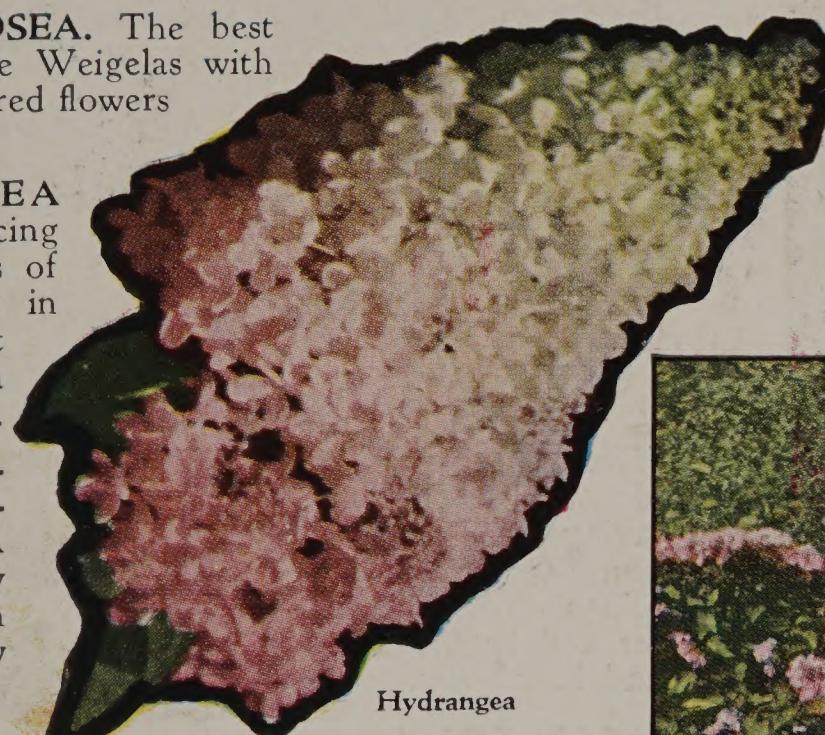
Hardy Fruits and Ornamentals

WEIGELA ROSEA. The best known of the Weigelas with fine rose colored flowers in June.

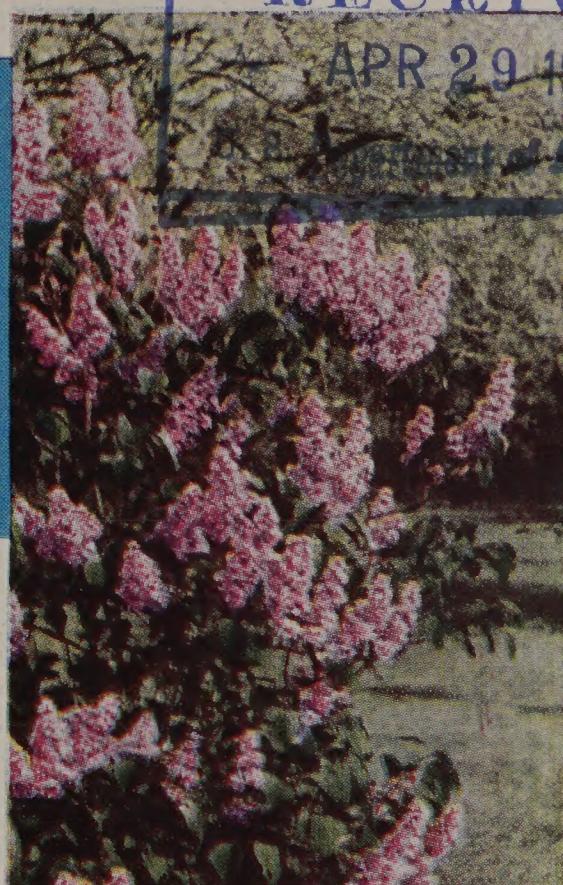
HYDRANGEA P. G. Producing large panicles of white flowers in August that change to a delicate pink.

PHILADELPHUS AUREUS. A very pretty plant with golden yellow foliage.

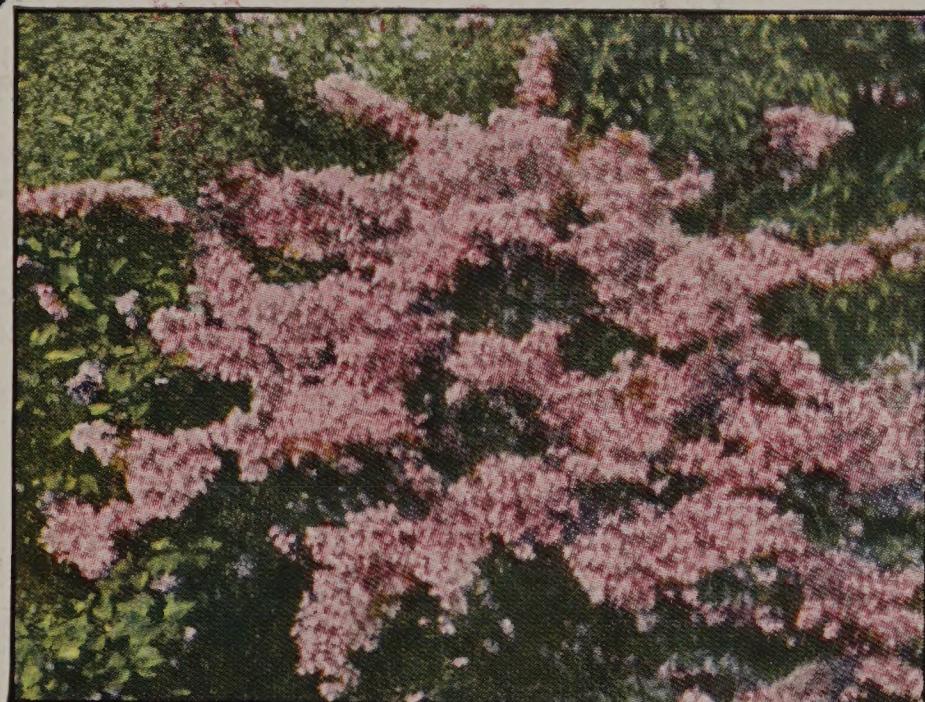
Philadelphus Aureus



Hydrangea



Lilac Villoso

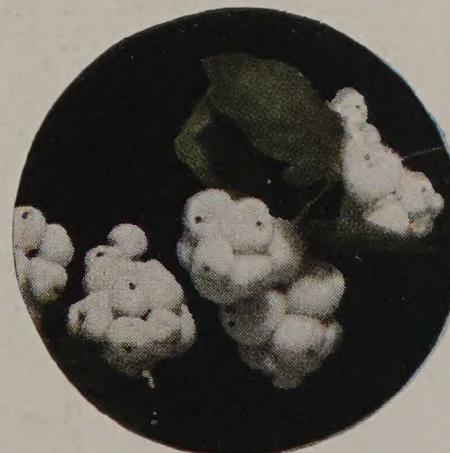


Weigela Rosea

SPIREA, Bridal Wreath. Branches covered in May with small, double white flowers. Plum-like leaves.

SYMPHORICARPOS (Snowberry). Flowers small, pink; berries large, white, and hang well into winter.

LILAC VILLOSA. From Japan. Varies in color from light pink to lavender. Stocky grower.



Snowberry



Bridal Wreath

**COE, CONVERSE & EDWARDS CO.
FORT ATKINSON, WISCONSIN**

Highway 12 at Southern City Limits

The Climbing Vines

To back up a foundation planting, to soften severe architectural lines, to ornament brick and masonry, to cover porches, fences, and garages, these are some of the many useful purposes served by Climbing Vines.



Engelmann Ivy



Scarlet Trumpet Honeysuckle

AMERICAN TRUMPET FLOWER. A very robust, rapid growing vine with large, scarlet, trumpet-shaped flowers in August.

LYCIUM CHINENSE (Chinese Matrimony Vine). A vigorous grower, covered with small, star-shaped, purple flowers, followed by brilliant scarlet berries, which remain on the vine until winter. Fine for covering banks.



Silver Lace Vine

ENGLEMANN IVY.

Shorter jointed and having finer foliage than Quinquefolia. Clings to brick or stone. A good grower and hardy. The best for the North and Northwest.

BOSTON OR JAPAN IVY.

From Japan. It is a splendid plant for covering any object, as it clings perfectly to the smoothest surfaces. The foliage is a bright glossy green, changing to bright tints of scarlet, crimson, and orange. Kills back some in cold, dry climates.

BITTERSWEET. A native climbing or twining plant, with fine, large leaves. Produces yellow flowers and clusters of orange-capsuled fruit. It grows 10 to 12 feet in a season.

CLEMATIS JACKMANI. Flowers from 4 to 6 inches in diameter, intense violet-purple with velvety appearance. Hardy. A free grower, and frequently blossoms from mid-summer until frost.

SCARLET TRUMPET HONEYSUCKLE. A strong, rapid grower; blooms very freely the entire season; bright red trumpet-shaped flowers.

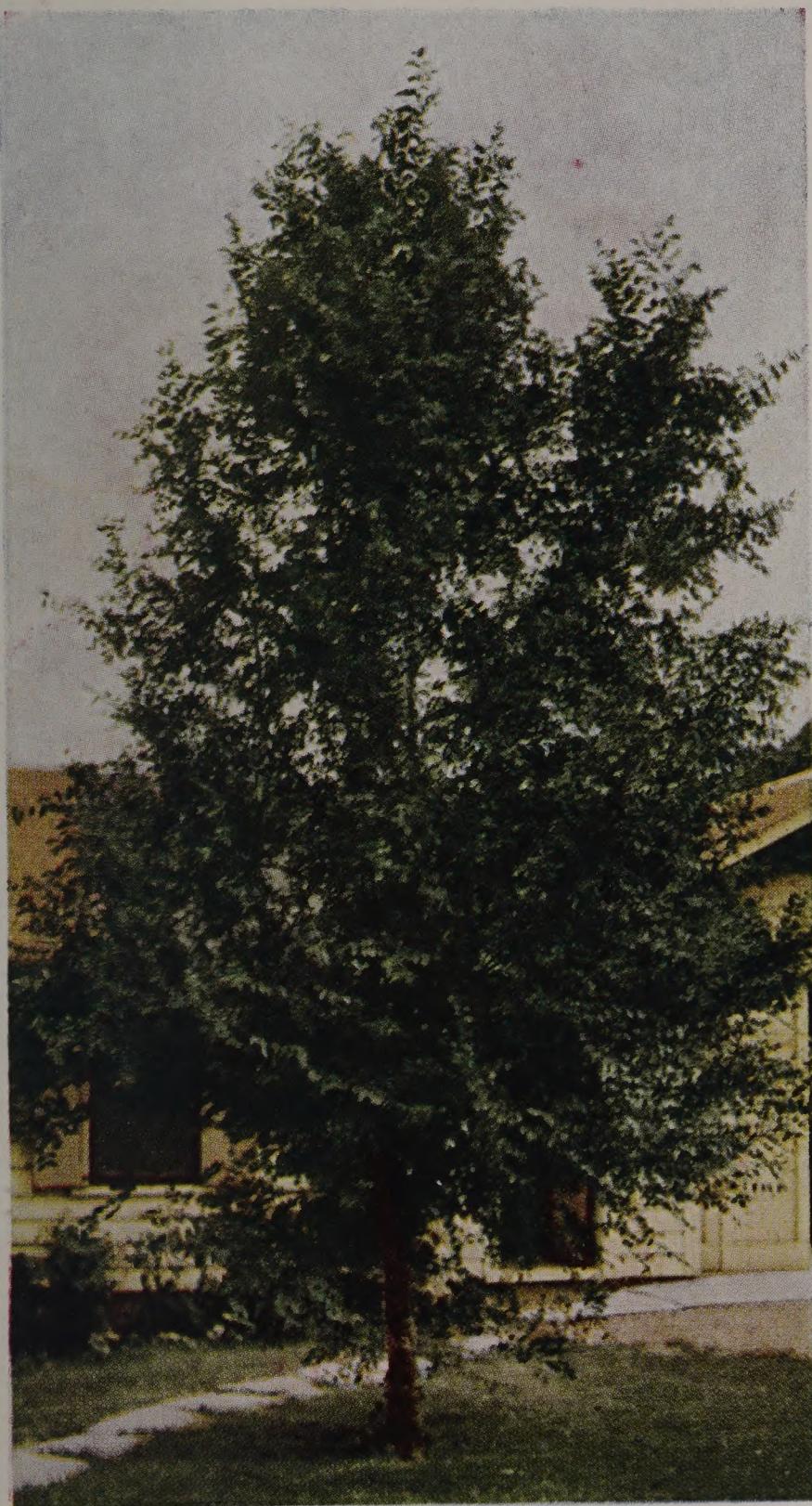


Clematis Jackmani



Barberry Hedge

Hardy Ornamental and Shade Trees



Chinese Elm. (Four Years Old)

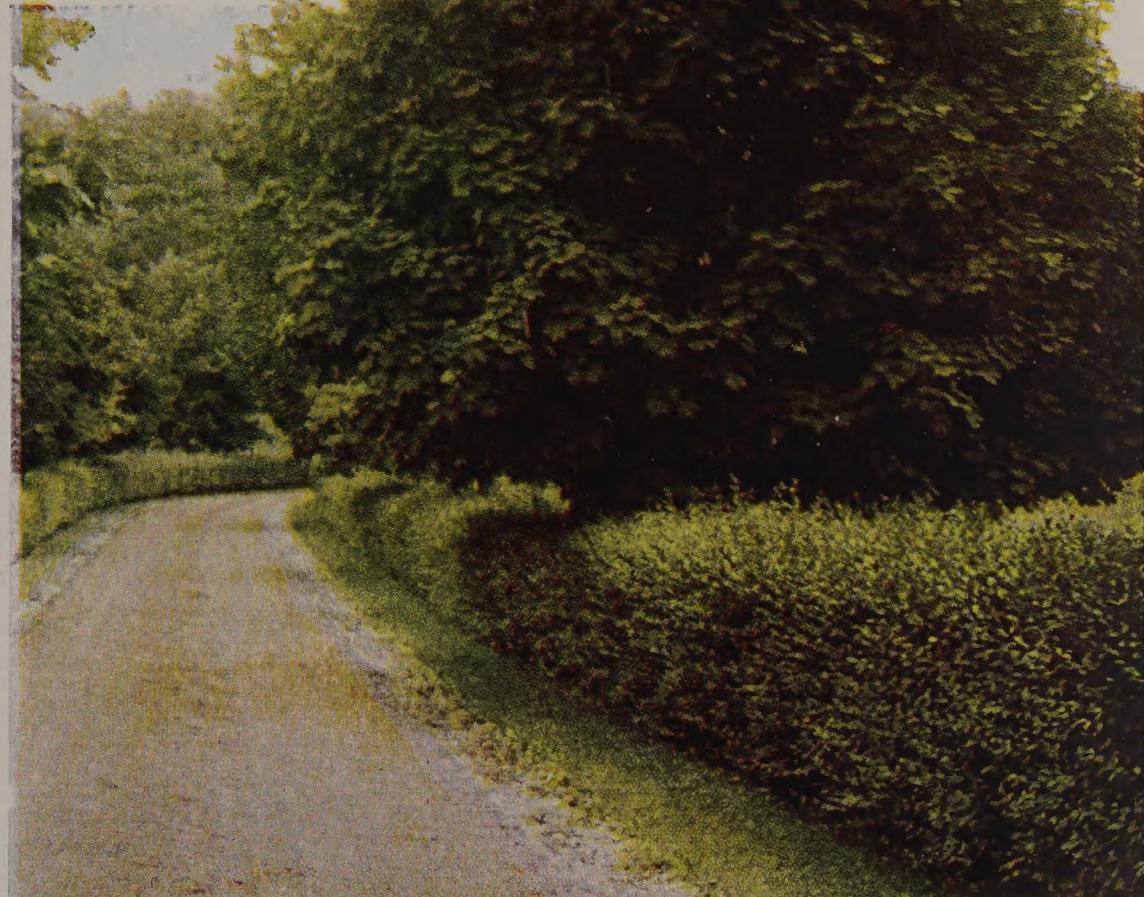
Hedges & Screens

FOR ORNAMENTAL HEDGES

Spirea Van Houttei, Hydrangea paniculata grandiflora, Rosa rugosa, Amur Privet North, Thunberg's Barberry and Lonicera Morrowi are being used quite extensively and with excellent satisfaction. For an evergreen hedge there is nothing better than Norway Spruce and Arbor-Vitae.

FOR SCREENS

To cut off unsightly views, etc., such shrubs as Tatarian Honeysuckle, Chinese Elm, Philadelphus grandiflora and common Lilac work in very nicely. These will attain a height of 8 to 10 feet. Where a taller screen is desired, Laurel-leaf Willow and evergreens may be used.



Norway Maple and Privet Hedge

NORWAY MAPLE. 40 to 50 feet. The most popular of the Maple family for lawn or street planting; of fairly rapid growth, forms a well rounded head, with large, deep green foliage.

SCHWEDLER MAPLE. Foliage in spring is brilliant purple, later changing to a dark rich green. Leaves on the new growth during the summer are bright purple, making the tree always beautiful.

SUGAR MAPLE. 50 to 60 feet. A well known native tree. Its stately growth, fine foliage, and form, with its brilliant autumn coloring, make it desirable as a shade and ornamental tree.

AMERICAN LINDEN. 50 to 60 feet. Large sized, rapid growing tree. Suitable for either street or lawn planting. Foliage large; flowers borne in large clusters, are very fragrant.

AMERICAN ELM. 50 to 60 feet. In our estimation has no superior for street planting or large lawns. Of large size, rapid growth, and widespread branches, droop gracefully with age.

MOLINE ELM. A type of the American Elm that was found near Moline, Illinois. The tree is a very strong, compact, upright grower. Leaves are exceptionally large, and form a dense shade.

VASE ELM. Another type of the American Elm with broad top, tapering down in vase shape.

CHINESE ELM. This variety is being planted largely in some of our western states. The claims made for it are that it is hardy, healthy, and a very rapid grower, rivaling the Poplar in that respect.

Roses



Agnes



Amelie Gravereaux

Amelie Gravereaux. The blossom is a rich, dark red without a tinge of purple.

Blanc Double de Coubert. Very large, pure white, semi-double and borne in clusters, very fragrant.

F. J. Grootendorst. A new Hybrid Rugosa. True Rugosa foliage; blooms bright crimson, in clusters.

Paul's Scarlet Climber. Scarlet shaded crimson; large, slim, double.



Blanc Double de Coubert

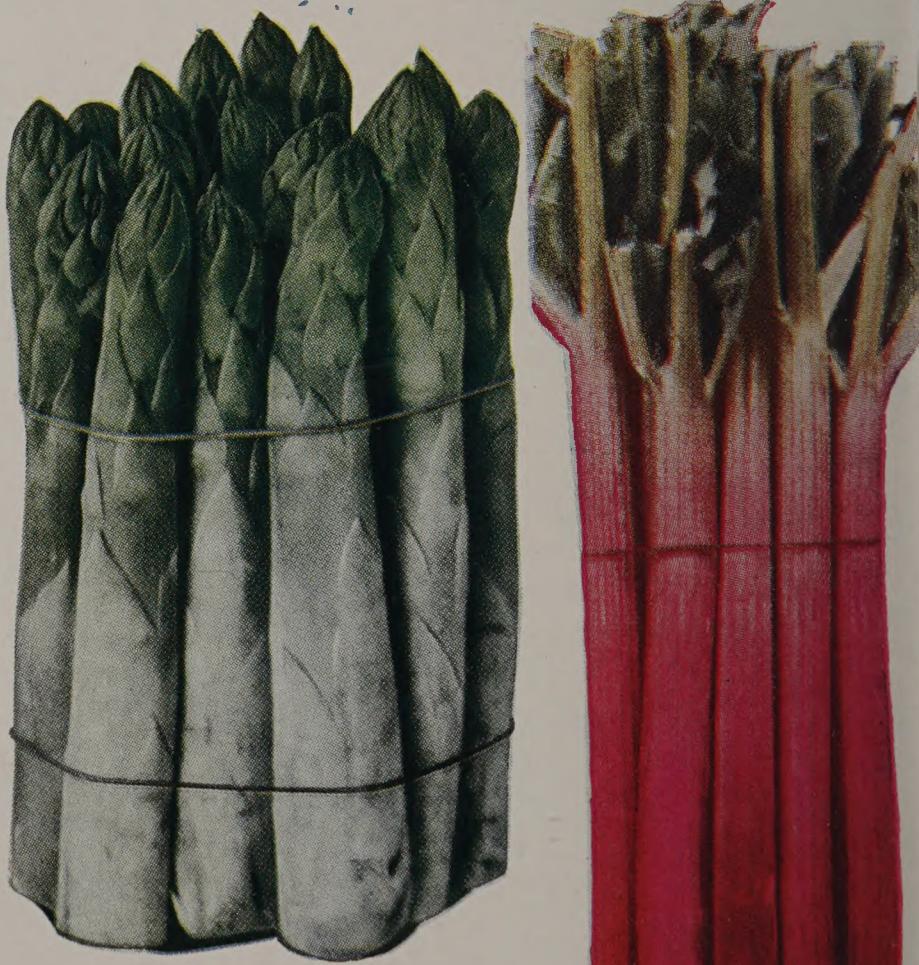
Rhubarb

Linnaeus. Large, tender, juicy.

Victoria. Early, large, good.

Asparagus

Mary Washington. Considered the best for market and home use. Rust resistant.



Asparagus



Rhubarb

What the Coe, Converse & Edwards Service Means to you

We have been growing Fruit, Fruit Trees, Vines, Shrubs, and Ornamentals in Wisconsin for many years, trying out the different varieties introduced, as to hardiness and adaptability for this climate so that first hand information as to their value might be given our customers and friends.

The well-planted home is a picture framed with evergreens and shrubbery. Why not let our experienced landscape men help you complete this picture? They can tell you what trees and shrubs to plant and how to arrange them for the best effect. There is no charge for this assistance. Why not avail yourself of this help? It may save you many costly experiments.

Frau Karl Druschki. The flowers are large, of perfect form, snow-white. A free and perpetual bloomer.

Gruss an Teplitz. Dark red blossoms in clusters. One of the best.

Agnes. Double, yellow; blooms early; fragrant.



American Linden

Evergreens

CONCOLOR FIR. A native of the Rocky Mountains. Needles medium to long and vary in color from dark green to bluish shade. A desirable tree.

CANNARTI JUNIPER. A very desirable variety of compact, upright growth. Color of foliage is a rich green. Makes an excellent pyramidal tree with very little pruning. 15 to 20 feet in height.

CHINENSIS PYRAMID JUNIPER. A fast growing pyramidal tree that requires some trimming when small. Can also be trained into broader specimens if desired.

DUNDEE JUNIPER. A very desirable Evergreen of the upright pyramidal type. Foliage bluish gray during the summer changing to a plum color in fall and winter.

PFITZERIANA JUNIPER. Broad spreading, irregular habit, usually as broad as it is high. Grayish green color.

SAVIN JUNIPER. One of the oldest forms of dwarf Juniper. Of upright, spreading habit, attaining a height of 2 to 4 ft. Foliage dark green.

MEYERI JUNIPER. A very attractive variety of somewhat irregular habit of growth. The general color effect is bright blue. Works in nicely in rock garden pools, or mass planting.



Black Hills Spruce

TAMARISCIFOLIA JUNIPER. Of low, trailing habit; foliage bright glaucous green, very dense. Good for banks and rock work.

MUGHO PINE. Of compact, spreading growth. Is more of a bush than tree; valuable in landscape work where a low, broad Evergreen is needed. Very hardy.

SCOTCH PINE. 30 to 35 feet. A very noble and rapid grower; tree has strong, erect shoots and glossy, green foliage.

BLACK HILLS SPRUCE. Of compact, symmetrical growth. Very hardy. Foliage varies in color from green to quite a decided blue. We consider it the best variety in its class.

BLUE SPRUCE. 25 to 30 feet. A rare and elegant tree, with foliage of rich blue. The trees we offer are of the genuine blue color. A free grower and perfectly hardy.

TAXUS. Is of upright growth, of moderate, bushy habit; foliage quite dense.

ARBOR - VITAE, SIBERIAN. 6 to 8 ft. Exceedingly hardy, keeping its color well in winter. Growth compact and globular; makes an excellent lawn tree of good value.

ARBOR - VITAE, PYRAMID. 10 to 12 feet. A superb, new and hardy sort, of very compact habit, like the Irish Juniper. Rare and beautiful. This is, perhaps, the most valuable Arbor-Vitae in cultivation.



Siberian Arbor-Vitae



Mugho Pine



Blue Spruce

**SERVICE
that Satisfies**



Platycodon



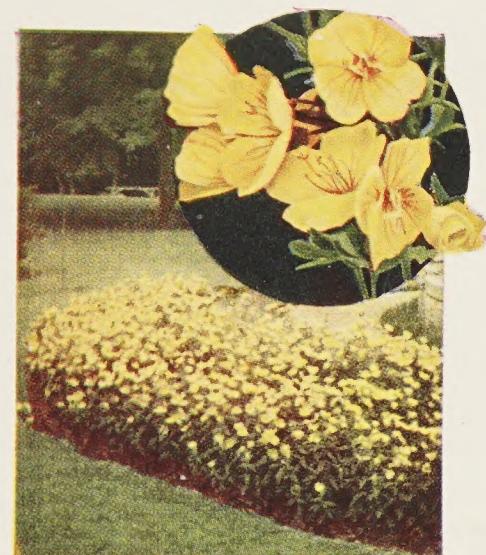
Bleeding Heart



Felix Crousse Peony

Choice Peonies

No planting is complete without a liberal use of this "Queen of Flowers." They can be used in beds or borders and are fine for massing in shrub plantings. To secure best results, they require a deep, rich soil and plenty of sunlight, although they will succeed in partial shade. Red, pink, and white; also named varieties.



Oenothera



Elder Daisy

Perennials

OENOTHERA (Evening Primrose). Bright lemon-yellow, 1 and 2 inch flowers in numerous small clusters; plant stocky and upright, with shiny foliage.

BLEEDING HEART. Blooms early in the spring. Makes very nice borders. Pink, heart-shaped flowers borne in graceful racemes.

HARDY PHLOX. Perennial Phlox is one of the most desirable of the hardy plants. The wide range of distinct colors makes them valuable for borders, mass planting and in

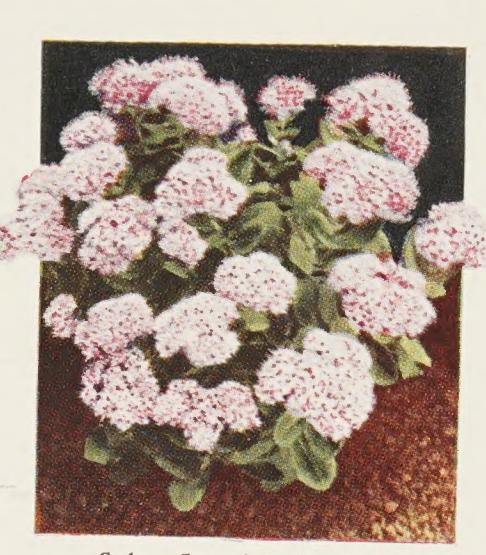
front of shrubbery. The period of bloom extends over several months. This plant requires well drained soil, and will amply repay extra care and fertilizer. The best results are gained if they are transplanted every three or four years. Pink red, purple, crimson, white, blue, and salmon-pink.

PLATYCODON (Bellflower). These are very closely allied to the Campanulas. Of upright habit, and they bloom through July, August, and September. Very desirable. 1½ feet. Large, fine dark blue star-shaped flowers.

SEDUM spectabile, Brilliant. One of the best of the Sedums, growing about 15 in. high, with bright, light green foliage and large heads of handsome, showy, deep rose colored flowers. Blooms late in the fall.



Hardy Phlox



Sedum Spectabile, Brilliant

Apples

Anoka. The outstanding characteristic of this variety is its ability to bear young. Ripens in August and is of better quality than the Duchess.

Early McIntosh. Ripens about 10 days later than the Yellow Transparent. Has the handsome red color of the McIntosh. Quality excellent.

Haralson. It has the size, color, quality and keeping qualities that are demanded in a commercial variety. The tree is hardy, healthy, productive, and comes into bearing early.

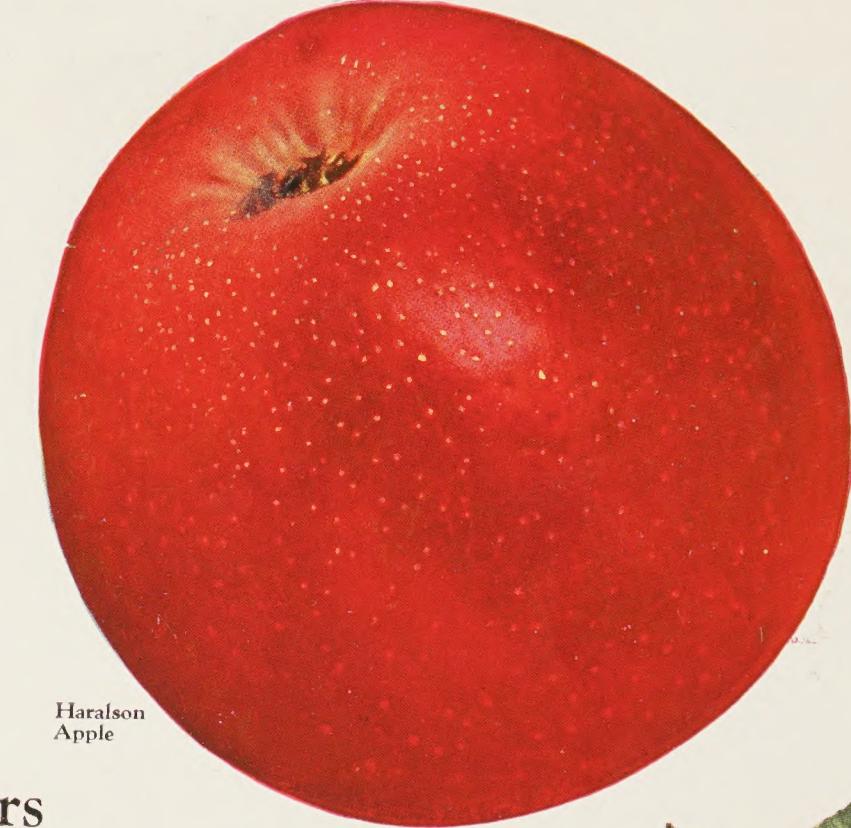
Macoun. This variety is of the McIntosh type. In fact, a better, longer keeping McIntosh.

Snow. Medium size, roundish, very handsome crimson. Flesh snowy white, tender, juicy, highly flavored and delicious.

McIntosh. Fruit of good size, dark red, and excellent quality. You will make no mistake in planting McIntosh.

Forest Winter. Hardy. Of good size, and excellent quality. Color is greenish yellow nearly covered with red. Very mild and a good keeper.

Dolgo Crab. Fiery red. Jellies perfectly even when dead ripe. Excellent for canning. Bears young and abundantly. Extremely hardy and free from blight.



Haralson Apple

Pears

Bartlett. Well known commercial Pear. Large with very rich flavor. A vigorous and erect grower; bears young and abundantly.

Lincoln. This is a late summer Pear about the same size as Bartlett. Quality good.

Parker. Vigorous, free grower and hardy in all except the extreme North. Fruit medium large and of very good quality.

Patten. Recommended for planting as far north as St. Paul and in favorable locations farther north. Fruit is of good size and quality.

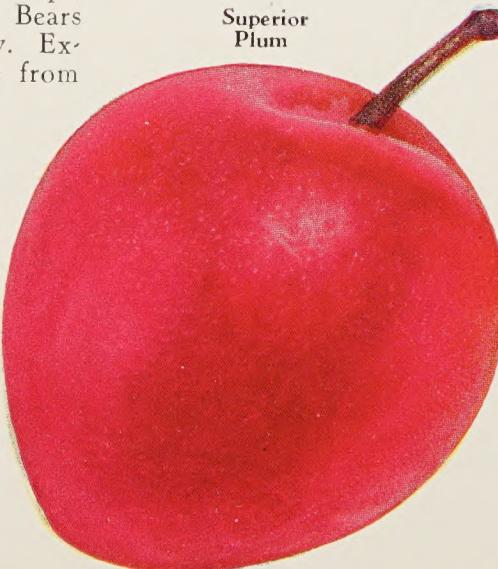
Tait. This is claimed to be the hardest of all Pears. A good bearer. Fruit is yellow, of good quality and medium size.



Bartlett Pear



Montmorency Cherries



Superior Plum

Plums

Monitor (Minn. No. 20). Good market variety. Annual bearer of good quality, large, well-colored fruit. One of the best.

Superior. Fruit is large, firm, color red; excellent quality. Considered the best variety yet introduced by the station.

Surprise. Above medium size, excellent quality. A good pollinizer for most varieties.

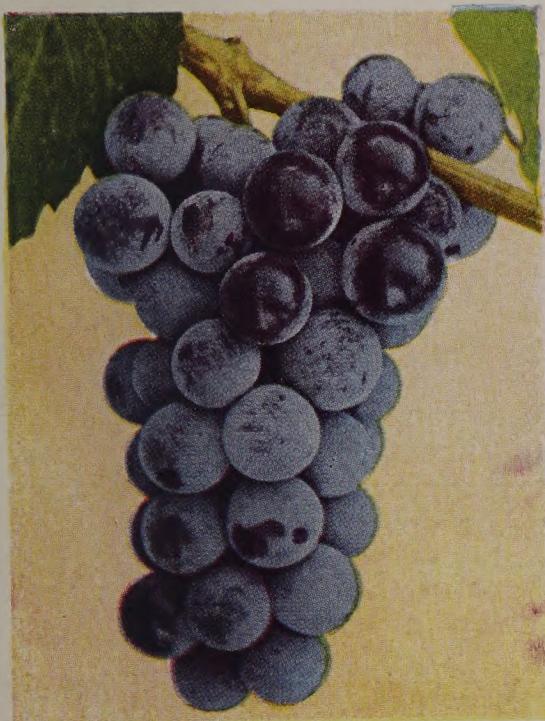
Cherries

Early Richmond. Medium size, dark red, juicy, rich acid flavor. This is one of the most valuable and popular of the acid Cherries.

Large Montmorency. A Cherry of the Richmond class, but larger and more solid. Hardy and a heavy cropper. A valuable addition to our orchard fruit.



Cumberland Raspberries



Fredonia Grapes

RASPBERRIES

Cumberland. The largest Black Raspberry known. The quality is of the best, and in spite of its great size, is very firm. Ripens midseason.

Columbian. The strongest growing variety on our grounds. Fruit large, dark purple and of good quality; excellent for canning. Hardy, very productive, and taken altogether, one of the most desirable sorts we have.

Chief. This is a seedling of Latham. The main point of difference is that it is about 10 or 12 days earlier in ripening and is not quite as large, but we think it is of a little better quality than its parent.

Latham. This is probably the best bright red Raspberry yet introduced for this part of the country. Extremely hardy, vigorous, healthy growth, and large size.

Newburgh. The plant is vigorous, hardy, and very productive, so far has been very free from mosaic. The fruit is large, bright red, does not crumble, and is of fine quality. Season about the same as Latham.

BLACKBERRIES

Eldorado. Perhaps the most valuable Blackberry for our northern climate. The berries are large, jet black, ripen well together, and are borne in large clusters.

Snyder. This is a well-known popular variety; hardy and productive.



Downing Gooseberries

Small Fruits CURRANTS

Perfection. Large, fine quality.

Red Lake. A new large sort. Very promising.

White Grape. The best white.

GOOSEBERRIES

Downing. The best for general planting.

GRAPES

Fredonia. We believe this to be the earliest good productive black grape. Cluster is very compact. Berry is large and of excellent quality.

Portland. Said to be the earliest of all Grapes. Bunch and berry large; flesh sweet, juicy. The best of the white Grapes for home use or market.

Caco. A new Grape of high quality and luscious flavor. Vine is vigorous, healthy, and productive, color rich wine-red.

STRAWBERRIES

Aroma. (Per.) Fruit very large, roundish conical, rarely misshapen, glossy red, of excellent quality and produced in abundance. Late.

Blakemore. (Per.) The behavior of this variety during the extremely trying season of 1936 placed it at the lead on our grounds. It produced a fair crop of fruit when other varieties in the same field were nearly a failure. The fruit is of good size, regular shape, bright red, very firm, and of fair quality.

Dorsett. (Per.) This new variety is very promising. The fruit is large, bright red, and of good quality.

Dunlap. (Per.) This variety is popular in the North, East, South, and West. Fruit is medium to large in size, and of fine quality.

Fairfax. (Per.) This and the Dorsett are a good pair. Fruit is large and when fully ripe, dark red and of excellent quality.

Mastodon. (Per.) The most widely advertised of any of the new Strawberries. The fruit is large, of good color, but not of the best quality.



Red Lake
Currants

Dorsett
Strawberry

